Explanation To Study Unit Lists

Abbreviations

EF	=	MA degree thesis (Hungarian 'egyéni felkészülés')
G	=	seminar (practical class; Hu 'gyakorlat')
K	=	lecture (Hu 'kollokvium')
Sz	=	comprehensive examination (Hu 'szigorlat')
V	=	exam (Hu 'vizsga')
Z	=	final examination (Hu 'szakzáróvizsga')
kon	=	consultation (Hu 'konzultáció')
k	=	obligatory unit (Hu 'kötelező)
kv	=	obligatory elective unit (freely chosen elective(s) necessary for the completion of a specialisation track; Hu 'kötelezően választható')
v	=	lecture (Hu 'kollokvium')

IATMS = Institute for Art Theory and Media Studies

Explanation of prerequisites

- A prerequisite code not enclosed in brackets: '**strong'** prerequisite; must be completed successfully at least one semester before the course in question for which it is a prerequisite
- A prerequisite code enclosed in brackets: '**weak'** prerequisite; can be taken in the same semester with the course in question for which it is a prerequisite, but must be completed successfully for the course for which it is a prerequisite to be valid.
- A prerequisite code with a '=' sign: We recommend that the specified course be taken simultaneously.
- *: Course that can be taken only after the background courses have been completed.

Communication and Media Studies

Master of Arts (MA) (from 2025)

HOST INSTITUTE

Institute for Art Theory and Media Studies

Website: http://media.elte.hu/
For further information, please write to: info.media_at_btk.elte.hu

GENERAL INFORMATION ABOUT THE MAPROGRAM IN COMMUNICATION AND MEDIA STUDIES

Part of the Institute for Art Theory and Media Studies, the Department of Media and Communication has been hosting various undergraduate, graduate and postgraduate programs since the 1990s. By combining theoretical and practical knowledge, the MA program prepares students for academic career as researchers and/or for jobs in various

branches of the cultural industry sector. The program includes four specializations: 1. Communication and Media Research Specialization 2. Communication and Media Expert Specialization 3. Cultural Journalism Specialization 4. Digital Business Communication Specialization.

MA PROGRAM TITLE

Communication and Media Studies

EDUCATION LEVEL AND QUALIFICATION RECEIVED BY THOSE WHO HAVE SUCCESSFULLY COMPLETED THE MA PROGRAM

- Education level: master degree (magister, master; abbreviation: MA)
- Qualification: Certified Expert in Media and Communication Studies

DURATION OF THE PROGRAM

4 semesters

CREDITS REQUIRED FOR GRADUATION

120 credits

FOREIGN LANGUAGE REQUIREMENTS

PROGRAM DIRECTOR

Dr. Mihály Szilágyi-Gál assistant professor (IAMTS)

Study Unit List

Code BMI-	Name of Study Unit	Semester when offered	Type of course/grade	Obl (k)/Opt (v)	hours (week/semest	credits	Prerequisites	Ideally taken in…semester	Host Institute
I. The social studies embeddedness of communication and media studies, interdisciplinary approaches to communication and media, theories of regulating media and communication: 24credits									
BMI-MEDD25-105	Communication from a cultural studies perpective	1	K	k	2/28	5			IATMS
BMI-MEDD25-121	Media, system, norms	2	K	k	2/28	5			IATMS
BMI-MEDD25-106	Visuality and communication	1	K	k	2/28	5			IATMS
BMI-MEDD25-109	Community and communication	1	K	k	2/28	5			IATMS
BMI-MEDD-126	Current issues in communication and media research	3	G	k	2/28	4			IATMS
II. Expert knowledge and problem areas in communication and media studies: 30 credits									
BMI-MEDD25-104	Data and Media	1	K	k	2/28	5			IATMS
BMI-MEDD25-107	Persuasion, influence, understanding	1	K	k	2/28	5			IATMS
BMI-MEDD25-108	Communication as participation	1	K	k	2/28	5			IATMS
BMI-MEDD-123	Project work 1.**	2	G	k	2/28	4			IATMS
BMI-MEDD25-133	Project work 2.**	3	G	k	4/56	4	BMI-MEDD-123		IATMS
BMI-MEDD-125	Thesis consultation 1.	3	G	k	2/28	2			IATMS
BMI-MEDD-151	Research Methodology	2	G	k	2/28	5			IATMS
BMI-MEDD-152	Comprehensive Exam Requirement	1-2	Sz	k	0/0	0			IATMS
III. Theory and practice knowledge aimed to nurture individual student needs									

and personal interests as a professional specialization offered by the training institution: 36 credits (choose one of the specializations below)

A. COMMUNICATION AND MEDIA EXPERT SPECIALIZATION

BMI-MEDD-320	Special professional knowledge	2-4	G	k	2/28	5		IATMS
BMI-MEDD-304	Creative Economy	2-4	G	k	2/28	5		IATMS
BMI-MED-511	Communication and media market fieldwork 1.	2-4	G	k	2/28	5		IATMS
BMI-MEDD-512	Communication and media market fieldwork 2.	2-4	G	k	2/28	5		IATMS
BMI-MEDD-507	Organisational communication	2-4	G	k	2/28	5		IATMS
BMI-MEDD-508	Journalism research	2-4	G	k	2/28	5		IATMS

B. DIGITAL BUSINESS COMMUNICATION SPECIALIZATION

BMI-MEDD-314	Audiences and Customers in the Digital Economy: Practice Basics	2-4	G	k	2/28	5		IATMS
BMI-MEDD-316	Information Visualization	2-4	G	k	2/28	5		IATMS
BMI-MEDD-304	Creative Economy	2-4	G	k	2/28	5		IATMS
BMI-MEDD-317	Law of Creative industries	2-4	G	k	2/28	5		IATMS
BMI-MEDD-320	Special professional knowledge	2-4	G	k	2/28	5		IATMS
BMI-MEDD-319	Entrepreneurship	2-4	G	k	2/28	5		IATMS

IV. INTERNSHIP

BMI-MEDD-150	Internship	4	G	k	2/28	6		IATMS

V. ELECTIVE COURSES: 10 credits

Any course on offer in the University's course catalogue (prerequisites permitting).

VI. PROGRAM CLOSURE: 20 credits

THESIS, FINAL EXAM:

BMI-MEDD23-SZD	Thesis Writing	4	EF	k	0	20		IATMS
	Final Exam	4	Z	k	0	0	(Thesis)	

** In the case of the 1-2 and 1-2-3 courses, the prerequisite for enrolment is the completion of 1 and 1-2 with the same teacher!